
TIME IS A MASTER WORKER
THAT HEALS THE WOUNDS
OF TEMPORARY DEFEAT
AND EQUALIZES THE
INEQUALITIES AND
RIGHTS THE WRONGS
OF THE WORLD.
THERE IS NOTHING
IMPOSSIBLE WITH TIME!

Lesson One

INTRODUCTION TO THE MASTER MIND

“You Can Do It if You Believe You Can!”

THIS IS A COURSE ON THE FUNDAMENTALS of success. Success is largely a matter of adjusting one's self to the ever-varying and changing environments of life, in a spirit of harmony and poise. Harmony is based on an understanding of the forces constituting one's environment. Therefore, this course is in reality a blueprint that may be followed straight to success, because it helps you interpret, understand, and make the most of these environmental forces of life.

Before you begin reading the Law of Success lessons you should know something of the history of the course. You should know exactly what the course promises to those who follow it until they have assimilated the laws and principles upon which it is based. You should know

its limitations as well as its possibilities as an aid in your fight for a place in the world.

From the viewpoint of entertainment, the Law of Success course would be a poor second to most any of the monthly periodicals that may be found on the newsstands.

COMMENTARY

It has been said that Napoleon Hill and his philosophy of success have made more millionaires than any other person in history. It might equally well be said that Napoleon Hill inspired more motivational experts than any other man in history. Napoleon Hill was, and more than thirty years after his death continues to be, America's most influential motivational author. That is due partly to the fact that he came to prominence at the beginning of the age of mass communications, but it is due in even larger part to the diligence he applied to the research upon which he based his seventeen principles that comprise the Law of Success.

It is practically impossible to find a motivational speaker who does not draw upon Hill's work. His influence can be seen in the writings of his early peers, Dale Carnegie and Norman Vincent Peele. Later, many successful authors and speakers such as W. Clement Stone, Og Mandino, Earl Nightingale, and Chicken Soup for the Soul author Mark Victor Hansen worked directly with either Napoleon Hill or the Napoleon Hill Foundation. Echoes of Hill's principles can be seen in books by people as diverse as Jose Silva, Mary Kay Ash, Dr. Maxwell Maltz, Shakti Gawain, Wally "Famous" Amos, and Dr. Bernie Siegel. Anthony Robbins, arguably the most successful motivational speaker in recent times, has often cited Napoleon Hill as his inspiration, and bestselling author Stephen R. Covey's 7 Habits of Highly Effective People can be found in the seventeen principles Hill wrote about more than seventy years earlier.

AN OVERVIEW

This course has been created for the serious-minded person who devotes at least a portion of his or her time to the business of

succeeding in life. I have not intended to compete with those who write purely for the purpose of entertaining.

My aim, in preparing this course, has been two-fold: first, to help you discover your weaknesses, and second, to help you create a *definite plan* for bridging those weaknesses.

The most successful men and women on earth have had to correct certain weak spots in their personalities before they began to succeed. The most notable of these weaknesses that stand between men and women and success are *intolerance, greed, jealousy, suspicion, revenge, egotism, conceit, the tendency to reap where they have not sown, and the habit of spending more than they earn.*

All of these common enemies of mankind, and many more not here mentioned, are covered by the Law of Success course in such a manner that any person of reasonable intelligence may master them with but little effort or inconvenience.

You should know, at the very outset, that this course has long since passed through the experimental state; that it already has to its credit a record of achievement that is worthy of serious thought and analysis. You should know also that the Law of Success course has been examined and endorsed by some of the most practical minds of modern times.

The Law of Success Lectures

This course was first used as a lecture, which I delivered in practically every city and in many of the smaller localities throughout the United States, over a period of more than seven years. During these lectures I had assistants located in the audiences to interpret the reaction of those who heard the lecture, and in this manner we learned exactly what effect it had upon people. As a result of this study and analysis, many changes were made.

The first big victory of the Law of Success philosophy was gained when it was used as the basis of a course that trained three thousand

men and women as a sales army. Few of these people had previous experience of any sort in the field of selling. Through this training they were enabled to earn more than \$1 million for themselves and paid me \$30,000 for my services, over a period of approximately six months.

The individuals and small groups of salespeople who have found success through the aid of this course are too numerous to be mentioned here, but the number is large and the benefits they derived from the course were definite.

The Law of Success philosophy was brought to the attention of the late Don R. Mellett, former publisher of the *Canton (Ohio) Daily News*, who formed a partnership with me and was preparing to resign as publisher of the *Canton Daily News* and take up the business management of my affairs, when he was assassinated on July 16, 1926.

Prior to his death Mr. Mellett had made arrangements with Judge Elbert H. Gary, who was then Chairman of the Board of the United States Steel Corporation, to present the Law of Success course to every employee of the steel corporation, at a total cost of something like \$150,000. This plan was halted because of Judge Gary's death, but it proves that the Law of Success is an educational plan of an enduring nature. Judge Gary was eminently prepared to judge the value of such a course, and the fact that he analyzed the Law of Success philosophy and was preparing to invest the huge sum of \$150,000 in it is proof of the soundness of all that is said on behalf of the course.

Terminology

You will observe, in this introductory lesson, a few technical terms that may not be clear to you. Don't let this bother you. Make no attempt at first reading to understand these terms. They will become clear to you after you read the remainder of the course. This entire introductory

lesson is intended only as a background for the other sixteen lessons of the course, and you should read it as such. You should read this lesson several times, as you will get from it at each reading a thought or an idea that you did not get on previous readings.

In this introduction you will find a description of a newly discovered law of psychology that is the very foundation stone of all outstanding personal achievements. I refer to this as the Master Mind, meaning a mind that is developed through the harmonious Cooperation of two or more people who ally themselves for the purpose of accomplishing any given task.

If you are engaged in the business of selling, you may profitably experiment with this law of the Master Mind in your daily work. It has been found that a group of six or seven salespeople may use the law so effectively that their sales may be increased to unbelievable proportions.

Life insurance is supposed to be the hardest thing on earth to sell. This ought not to be true, with an established necessity such as life insurance, but it is. Nevertheless, a small group of men working for the Prudential Life Insurance Company, whose sales are mostly small policies, formed a little friendly group for the purpose of experimenting with the law of the Master Mind, with the result that every man in the group wrote more insurance during the first three months of the experiment than he had ever written in an entire year before.

What may be accomplished through the aid of this principle by any small group of intelligent salespeople who have learned how to apply the law of the Master Mind will stagger the imagination of the most highly optimistic and imaginative person.

Bear this in mind as you read this first lesson of *Law of Success*, and it is not unreasonable to expect that this lesson alone may give you sufficient understanding of the law to change the entire course of your life.

COMMENTARY

As you read this book you will occasionally encounter a term such as Master Mind that has, in the years since Napoleon Hill coined the term, taken on a connotation that he never intended. Hill first published this work in 1928, a time when Freud and Jung were still developing the study of human psychology, and the terminology had not yet found its way into common usage. The now commonly accepted psychological term that comes closest to capturing what Napoleon Hill meant by the Master Mind is what Jung called the collective unconscious. But what Hill was describing goes beyond Jung's theory to include other concepts including Edward de Bono's techniques of lateral thinking and brainstorming, and many of the ideas behind modern management buzzwords such as Quality Circle, synergy, and thinking outside the box.

Hill's term Master Mind may seem quaint to the modern reader, but for all the psychobabble that is now part of everyday speech, there is no other term that encompasses all that Hill had in mind.

Personalities

It is the personalities behind a business that determine the measure of success the business will enjoy.

Modify those personalities so they are more pleasing and more attractive to the patrons of the business, and the business will thrive. In any of the great cities of the United States merchandise of similar nature and price can be found in scores of stores, yet you will find there is always one outstanding store that does more business than any of the others. The reason for this is that behind that store is someone who is paying close attention to the personalities of those who come in contact with the public. People buy personalities as much as merchandise, and it is a question if they are not influenced more by the personalities with which they come in contact than they are by the merchandise.

COMMENTARY

Hill is prophetic in these paragraphs. His description of the importance of personality and service in business anticipates the growth of the service industries that, by the end of the twentieth century, dominated the economy.

Service

Life insurance has been reduced to such a scientific basis that the cost of insurance does not vary to any great extent, regardless of the company from which one purchases it, yet out of the hundreds of life insurance companies doing business, less than a dozen companies do the bulk of the business of the United States.

Why? Personalities! Ninety-nine people out of every hundred who purchase life insurance policies do not know what is in their policies and, what seems more startling, do not seem to care. What they really purchase is the Pleasing Personality of some man or woman who knows the value of cultivating such a personality.

Your business in life, or at least the most important part of it, is to achieve success. Success, within the meaning of that term as covered by this course on the laws of success, is "the attainment of your Definite Chief Aim without violating the rights of other people." Regardless of what your major aim in life may be, you will attain it with much less difficulty after you learn how to cultivate a Pleasing Personality and after you have learned the delicate art of allying yourself with others in a given undertaking without friction or envy.

One of the greatest problems of life, if not in fact the greatest, is that of learning the art of harmonious negotiation with others. This course was created for the purpose of teaching people how to negotiate their way through life with harmony and poise, free from the destructive effects of disagreement and friction which bring millions of people to misery, want, and failure every year.

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A CHANCE TO ENJOY
PERMANENT SUCCESS
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OF ALL HIS MISTAKES.

With this statement of the purpose of the course, you should be able to approach the lessons with the feeling that a complete transformation is about to take place in your personality.

You cannot enjoy outstanding success in life without power, and you can never enjoy power without sufficient personality to influence other people to cooperate with you *in a spirit of harmony*. This course shows you step by step how to develop such a personality.

Lesson by lesson, the following is a statement of what you may expect from the seventeen laws of success:

The Master Mind will outline the physical and psychological laws that underly these lessons.

A Definite Chief Aim will teach you how to save the wasted effort the majority of people expend in trying to find their life's work. This lesson will show you how to do away forever with aimlessness and fix your heart and hand on a definite, well-conceived purpose as a life's work.

Self-Confidence will help you master the six basic fears with which every person is cursed—the fear of poverty, the fear of ill health, the fear of old age, the fear of criticism, the fear of loss of love of someone, and the fear of death. It will teach you the difference between egotism and real Self-Confidence that is based on definite, usable knowledge.

The Habit of Saving will teach you how to distribute your income systematically so that a definite percentage of it will steadily accumulate, thus forming one of the greatest known sources of personal power. No one may succeed in life without saving money. There is no exception to this rule, and no one may escape it.

Initiative and Leadership will show you how to become a leader instead of a follower in your chosen field of endeavor. It will develop in you the instinct for Leadership that will cause you gradually to gravitate to the top in all of your undertakings.

Imagination will stimulate your mind so that you will conceive new ideas and develop new plans that will help you in attaining the object of your Definite Chief Aim. This lesson will teach you how to “build new houses out of old stones,” so to speak. It will show you how to create new ideas out of old, well-known concepts, and how to put old ideas to new uses.

Enthusiasm will enable you to saturate all with whom you come in contact with interest in you and in your ideas. Enthusiasm is the foundation of a Pleasing Personality, and you must have such a personality in order to influence others to cooperate with you.

Self-Control is the balance wheel with which you control your Enthusiasm and direct it where you wish it to carry you. This lesson will teach you, in a most practical manner, to become “the master of your fate, the captain of your soul.”

The Habit of Doing More Than Paid For is one of the most important lessons of this Law of Success course. It will teach you how to take advantage of the law of increasing returns, which will eventually ensure you a return in money far out of proportion to the service you render. No one may become a real leader in any walk of life without practicing the habit of doing more work and better work than that for which they are paid.

A Pleasing Personality is the fulcrum on which you must place the crowbar of your efforts, and when so placed, with intelligence, it will enable you to remove mountains of obstacles. This one lesson alone has made scores of master salespeople. It has developed leaders overnight. It will teach you how to transform your personality so that you may adapt yourself to any environment, or to any other personality, in such a manner that you may easily dominate.

Accurate Thinking is one of the important foundation stones of all enduring success. This lesson teaches you how to separate facts from mere information. It teaches you how to organize known facts into two classes: the important and the unimportant. It teaches you how to determine what is an important fact. It teaches you how to build definite working plans, in the pursuit of any calling, based on facts.

Concentration teaches you how to focus your attention on one subject at a time until you have worked out practical plans for mastering that subject. It will teach you how to ally yourself with others in such a manner that you may have the use of their entire knowledge to back you up in your own plans and purposes. It will give you a practical working knowledge of the forces around you and show you how to harness and use these forces in furthering your own interests.

Cooperation will teach you the value of teamwork in all you do. In this lesson you will be taught how to apply the law of the Master Mind described in this introduction and in Lesson Two. This lesson will show you how to coordinate your own efforts with those of others, in such a manner that friction, jealousy, strife, envy, and greed will be eliminated. You will learn how to make use of all that other people have learned about the work in which you are engaged.

Profiting by Failure will teach you how to make steppingstones out of all of your past and future mistakes and failures. It will teach you the difference between failure and temporary defeat, a difference which is very great and very important. It will teach you how to profit by your own failures and by the failures of other people.

Tolerance will teach you how to avoid the disastrous effects of racial and religious prejudices, which mean defeat for millions of people who permit themselves to become entangled in foolish argument over